



**Marketing Committee Minutes  
Regular Meeting  
City Council Chambers  
1700 North Grand Avenue  
Wednesday, June 2, 2021 at 5:30 PM**

**Call to Order**

Marketing Chair Margo Segura called the meeting to order at 5:39 PM

**Roll Call**

**Present**

Georgina Angel-Ortega  
Margo Segura  
Stacy K. Romero  
Gail Houser  
Jake Erickson

**Absent**

Dr. Eric Romero  
Veronica Black

**Staff**

Virginia Marrujo  
Bill Hendrickson

**Approval of Agenda**

Gail Houser asked to have minutes prior to the meeting. Virginia Marrujo said they could provide them earlier.

Georgina Angel-Ortega made a motion to approve the agenda. Stacy K. Romero seconded the motion. All in favor, motion passes.

**Approval of Minutes**

Gail Houser made a motion to approve the minutes for April 24 & May 5. Second motion made by Jake Erickson. All in favor, motion passes.

## **Public Input**

City Staff Virginia Marrujo stated she did not receive any public input prior to the meeting.

## **Discussion Items**

### **2021/2022 Fiscal Year Budget**

Virginia Marrujo explained that the approval for the FY22 was a total of \$80,000 which was a reminder of what was approved at the Lodger Tax Advisory Board meeting. Everyone agreed it was a good number.

Virginia Marrujo then reminded the board that the state Tourism Department will be opening the event sponsorship program soon.

She also reminded them that there is \$150,000 for the marketing and the additional \$40,000 for events. No one had any questions.

Virginia Marrujo presented the FY22 selections made in combination with the Lodger Tax Advisory Board. The board agreed the selections were good choice for the year.

### **NM True FY22 Selections**

Virginia Marrujo then reminded the board that the state Tourism Department will be opening the event sponsorship program soon but we have not heard any updates. This is a repeat of item #1 section b of the agenda.

### **2021/2022 Marketing Plan**

Virginia Marrujo explained the committee objective was to come up with three campaigns for the year and placements for those campaigns.

Jake Erickson discussed creating videos to promote businesses in town.

Virginia Marrujo explained it could be for tourism related businesses and then there is a program for all other programs which is at no cost to the City.

Jake Erickson thought it was a good idea and the videos would really help promote tourism.

(Campaign suggestion #1 – Las Vegas goes LIVE #OGLV)

Stacy K. Romero suggested creating visiting coupons or coupon books for the visitors. Maybe use a hashtag and selfie post to earn coupons or use in some way to increase exposure.

Stacy K. Romero also suggested getting items from local businesses to give away free merchandise and maybe create a fun piece. She suggested something like "Where's Teddy?" app or something similar to create an experience like "Where's Waldo?".

#### Campaign Suggestion #2 – Summer Mayhem (need hashtag)

Georgina Ortega discussed the creation of Art & Media events such as art crosswalks, block parties, pop-ups, and more music in the park. Maybe have a celebration of the food trucks.

Virginia Marrujo explained there were two new nonprofit organizations in town, one is focused on tourism and marketing and the other is the Junior Chamber of Commerce AKA Jaycees of Las Vegas, NM.

Margo Segura agreed that these two could help to start kicking off these types of events. It would be good to start by helping promote their upcoming Film Festival for 2022.

Virginia Marrujo said it would be a great idea such as the Media Mayhem Festival which was a film festival and art show with chalk art contest and school supply giveaway.

#### (Campaign #3 – Early stages to futuristic past (need hashtag))

Margo Segura stated that a great piece to address is the recycling in Las Vegas. She explains how she visited all the surrounding sites and spoke with the transfer station and drove out to Wagon Mound. She feels this is a big issue that can be addressed.

The board mentioned several other ways people recycle such as crushed glass used for art work. They also discussed the plastic and tire pollution.

Margo Segura said she will do a little more research and report back to the committee. This would be a good way to create new ways of recycling and attracting visitors to these concepts.

#### Marketing Bylaws

Margo Segura suggests this be a meeting just for the bylaws and the group agreed.

Georgina Ortega-Angel made a motion to table the bylaws. Stacy K. Romero second the motion. All in favor and motion passes.

#### Adjournment

Georgina Ortega-Angel made a motion to table the bylaws. Jake Erickson second the motion. All in favor and motion passes.

  
Marketing Committee Chairperson, Georgina Ortega-Angel

  
Date (DD/MM/YYYY)